# MESA ATTITUDE SURVEY

January 2001

Prepared for

Mesa Convention and Visitors Bureau

Prepared by

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# INTRODUCTION

This study was commissioned by the Mesa Convention and Visitors Bureau. The primary purpose of this effort was to measure Mesa's image among Valley residents. More specifically, this study addressed the following issues:

- General impressions of Mesa and other Valley cities;

- Perceptions of Mesa in 18 selected areas;

- Visitations to Mesa among non-Mesa residents;

- Attitudes about the quality of life in Mesa among Mesa residents; and

- Travel outside of Mesa by Mesa residents.

The information contained in this report is based on 422 in-depth interviews conducted with a representative cross-section of Maricopa County residents. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during January 2001. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section of this report.

The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if Bureau management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER, INC.

## OVERVIEW

- Mesa's general image among residents of other Valley communities can best be described as neutral to positive with 44 percent of non-residents indicating they have a neutral impression of the City and 35 percent a positive impression. In comparison, 14 percent have a negative impression while seven percent have no impression at all. These figures translate into Mesa having a net positive reading (positive responses minus negative response) of 21 percent.

- When Mesa's net positive reading of 21 percent is compared with those of other Valley cities, we find Mesa at the bottom of the list with a reading which is less than half of those recorded by Scottsdale (54%) or Tempe (48%).

GENERAL IMPRESSIONS OF MESA
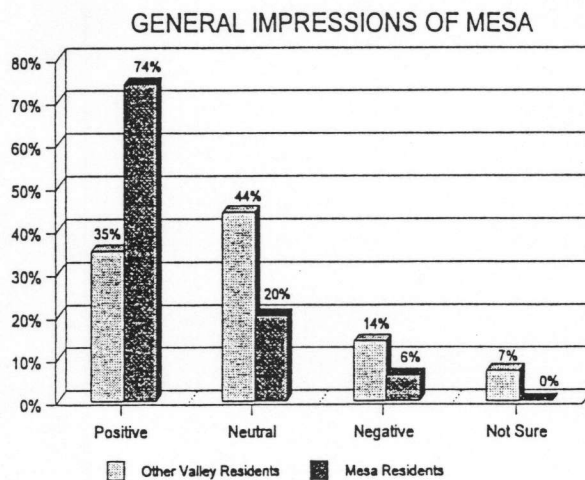
GENERAL IMPRESSIONS OF VALLEY COMMUNITIES
AMONG NON-RESIDENTS OF COMMUNITY
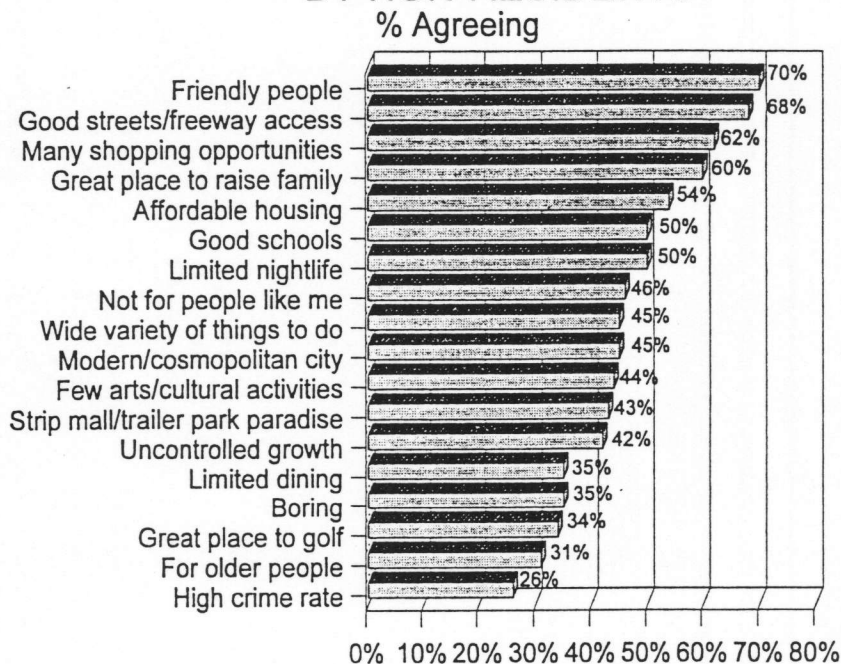(Net Positive: Positive Minus Negative)
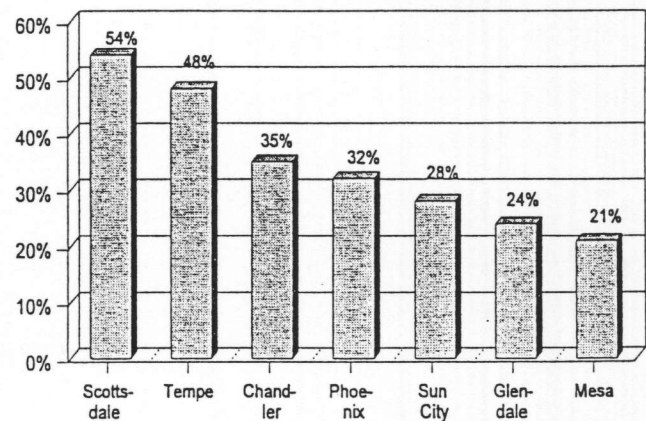
- An analysis of Mesa's image among non-residents reveals that the City's most favorable perceived attributes are . . .

  - **Friendly people**
    - **Good streets and freeway access**
      - **Many shopping opportunities**
        - **A great place to raise a family**
          - **Affordable housing**
            - **Good schools**
              - **Low crime rate**

On the down side, Mesa's least favorable perceived attributes are . . .

**- Limited night life**
**- Not for people like me**
**- Limited arts and cultural activities**
**- A strip mall and trailer park paradise**
**- An area of uncontrolled growth**

## PERCEPTIONS OF MESA
## BY NON-RESIDENTS
### % Agreeing

| Attribute | % |
|---|---|
| Friendly people | 70% |
| Good streets/freeway access | 68% |
| Many shopping opportunities | 62% |
| Great place to raise family | 60% |
| Affordable housing | 54% |
| Good schools | 50% |
| Limited nightlife | 50% |
| Not for people like me | 46% |
| Wide variety of things to do | 45% |
| Modern/cosmopolitan city | 45% |
| Few arts/cultural activities | 44% |
| Strip mall/trailer park paradise | 43% |
| Uncontrolled growth | 42% |
| Limited dining | 35% |
| Boring | 35% |
| Great place to golf | 34% |
| For older people | 31% |
| High crime rate | 26% |

0% 10% 20% 30% 40% 50% 60% 70% 80%

- Over eight out of ten Mesa residents (84%) rate the quality of life in the City in positive terms with 26 percent rating it as excellent and 57 percent as good while only 16 percent of residents rate the quality of life as either only fair (12%) or poor (4%). The primary reasons residents give for rating the quality of life as either excellent or good are a general attitude that Mesa is a good place to live (20%) and that it contains good/friendly people (19%). On the flip side, the primary reasons residents give for rating the quality of life as only fair or poor are a belief that the City is growing too fast (25%) and that it is not very well run (25%).

- Eleven percent of Mesa residents travel outside of the City each day for reasons other than work while 25 percent make such trips weekly. The main reasons Mesa residents travel outside of the City are for entertainment (42%) and to attend sporting events (23%).

- Seventy-five percent of Valley residents have been to Mesa in the past year – primarily to visit friends or relatives or to shop.

## SUMMARY OF THE FINDINGS

GENERAL IMPRESSIONS OF VALLEY COMMUNITIES

Valley residents were asked to indicate if their impressions of each of seven area communities was basically positive, neutral or negative. As Table 1 reveals, Scottsdale and Tempe receive far more positive readings than the other communities tested with positive figures of 63 percent and 57 percent respectively. Overall, Scottsdale and Tempe receive net positive readings (positive responses minus negative responses) from roughly one-half of Valley residents or more (Scottsdale 54%, Tempe 48%). In comparison, Mesa's figures are much lower with a positive reading of 35 percent and a net positive reading of only 21 percent. These readings rank as the lowest among the seven communities tested.

### TABLE 1: GENERAL IMPRESSION OF VALLEY COMMUNITIES

(AMONG NON-RESIDENTS OF COMMUNITY)

"To begin, is your general impression of each of the following local communities basically positive, neutral or negative?"

|  | Positive | Neutral | Negative | Not Sure | NET POSITIVE[1] |
|---|---|---|---|---|---|
| Scottsdale | 63% | 22% | 9% | 6% | 54% |
| Tempe | 57 | 27 | 9 | 7 | 48 |
| Chandler | 44 | 35 | 9 | 12 | 35 |
| Phoenix | 44 | 38 | 12 | 6 | 32 |
| Sun City | 40 | 38 | 12 | 10 | 28 |
| Glendale | 39 | 35 | 15 | 11 | 24 |
| **Mesa** | **35** | **44** | **14** | **7** | **21** |

[1]Positive responses minus negative responses

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When non-Mesa residents' general impressions of Mesa are analyzed by demographics, we find that the City receives its highest net positive readings from middle-aged residents (35 to 64) and residents who have visited Mesa in the past year, and its most negative reading from young residents under 35.

As might be expected, the following table also reveals that Mesa residents give their community a far more positive reading than do residents of other Valley communities – 74 percent positive versus 35 percent positive.

## TABLE 2: GENERAL IMPRESSIONS
## OF MESA – DETAIL

### (AMONG NON-MESA RESIDENTS)

|  | Positive | Neutral | Negative | Not Sure | NET POSITIVE/ (NEGATIVE) |
|---|---|---|---|---|---|
| TOTAL | 35% | 44% | 14% | 7% | 21% |
| **GENDER** | | | | | |
| Male | 37 | 40 | 18 | 5 | 19 |
| Female | 33 | 47 | 11 | 9 | 22 |
| **AGE** | | | | | |
| Under 35 | 22 | 46 | 25 | 7 | (3) |
| 35 to 49 | 38 | 49 | 9 | 4 | 29 |
| 50 to 64 | 46 | 38 | 11 | 5 | 35 |
| 65 or over | 32 | 38 | 14 | 16 | 18 |
| **INCOME** | | | | | |
| Under $25,000 | 36 | 28 | 21 | 15 | 15 |
| $25,000 to $39,999 | 29 | 51 | 11 | 9 | 18 |
| $40,000 to $54,999 | 34 | 46 | 13 | 7 | 21 |
| $55,000 to $69,999 | 35 | 47 | 17 | 1 | 18 |
| $70,000 or more | 37 | 38 | 19 | 6 | 18 |
| **YEARS IN VALLEY** | | | | | |
| 5 or less | 32 | 48 | 11 | 9 | 21 |
| Over 5 | 35 | 43 | 15 | 7 | 20 |
| **RESIDENCE** | | | | | |
| Phoenix | 34 | 45 | 15 | 6 | 19 |
| SW Valley | 22 | 56 | 11 | 11 | 11 |
| NW Valley | 32 | 43 | 7˙ | 18 | 25 |
| SE Valley* | 36 | 38 | 21 | 5 | 15 |
| NE Valley | 40 | 47 | 13 | 0 | 27 |
| **VISITED MESA PAST YEAR** | | | | | |
| Yes | 38 | 44 | 15 | 3 | 23 |
| No | 24 | 43 | 11 | 22 | 13 |
| MESA RESIDENTS | 74 | 20 | 6 | 0 | 68 |

*Excluding Mesa

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Continuing with this line of questioning, those Valley residents who indicated either a positive or negative impression of Mesa were asked the reasoning behind their impression. Here we find that among non-Mesa residents the primary reasons for offering a positive impression are a general positive attitude about Mesa being a nice town (42%), a connection with Mesa via family or friends (21%), a belief that Mesa is a clean, well-designed City (19%) and a belief that Mesa contains friendly people (15%). On the flip side of th coin, the main attitudes behind negative impressions of the City among non-residents focus on a belief that the City is not well run (29%), a negative perception of crime in the City (22%) and a negative perception of Mesa residents (15%).

## TABLE 3: REASONS FOR POSITIVE/NEGATIVE
## IMPRESSION OF MESA

"I notice that you have a (positive/negative) impression of Mesa. Why is that?"

|  | | RESIDENCE | |
| --- | --- | --- | --- |
|  | TOTAL | Other Valley | Mesa |
| **POSITIVE IMPRESSION** | | | |
| General positive – nice town, good place to live | 36% | 42% | 17% |
| Connection with Mesa – I/family/friends live there, I used to live there, work there | 31 | 21 | 61 |
| Clean, well-designed | 18 | 19 | 15 |
| Friendly people | 13 | 15 | 9 |
| Quiet/peaceful, small town atmosphere | 11 | 7 | 23 |
| Well-run city | 8 | 7 | 8 |
| Good transportation system | 6 | 5 | 8 |
| Low crime rate | 5 | 5 | 7 |
| Growing/developing city | 4 | 3 | 6 |
| Good schools | 3 | 2 | 8 |
| Good restaurants | 2 | 1 | 7 |
| Good shopping | 2 | 2 | 5 |
| Good recreation/entertainment | 2 | 1 | 7 |
| Strong economy – lot of jobs | 2 | 2 | 3 |
| Good housing | 1 | 0 | 3 |
| Low cost of living | 1 | 0 | 2 |
| Good medical facilities | 1 | 1 | 2 |
| (BASE) | (169) | (127) | (43) |

(CONTINUED)

(C0NT.) TABLE 3: REASONS FOR POSITIVE/NEGATIVE
IMPRESSION OF MESA

| | | RESIDENCE | |
| --- | --- | --- | --- |
| | TOTAL | Other Valley | Mesa |
| **NEGATIVE IMPRESSION** | | | |
| Poorly run city, too many restrictions, no smoking law | 29% | 29% | 33% |
| High crime rate | 24 | 22 | 67 |
| Unfriendly people, prejudice, Mormons | 16 | 15 | 33 |
| General negative – not a good place to live | 13 | 13 | 0 |
| Growing too fast, overbuilt | 7 | 7 | 0 |
| Limited recreation/entertainment | 7 | 7 | 0 |
| Not clean, run down | 5 | 4 | 33 |
| Too conservative | 5 | 5 | 0 |
| (BASE) | (55) | (52) | (3) |

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2000259\RPT Mesa Attitude.wpd

## PERCEPTIONS OF MESA IN SELECTED AREAS

After Valley residents had offered their general impression of Mesa, they were asked to evaluate the City on 18 variables presented to them in the form of agree/disagree statements. As Table 4 indicates, Mesa receives its most favorable readings from <u>non-residents</u> in the following areas – friendly people (70%), good streets and freeway access (68%), many shopping opportunities (62%), a great place to raise a family (60%), affordable housing (54%), good schools (50%), and low crime rate (26%). On the negative side, four out of ten <u>non-residents</u> or more view Mesa as having a limited nightlife (50%), not being for people like them (46%), having limited arts/cultural activities (44%), for being a strip mall and trailer park paradise (43%), and for being an area of uncontrolled growth (42%). As might be expected, for the most part Mesa residents have a more favorable impression of the City than do non-residents. Note, however, that Mesa receives its most negative readings in the following areas from residents, not non-residents: few art/cultural activities, an area of uncontrolled growth and a strip mall and trailer park paradise.

### TABLE 4: PERCEPTIONS OF MESA
### IN SELECTED AREAS

"Now I'd like to read you a list of words and phrases some people have used to describe the City of Mesa. As I read each one, please just tell me if you strongly agree, agree, disagree or strongly disagree with each as a way to describe Mesa."

| | Agree | Dis-agree | Not Sure | % Agree Other Valley | Mesa |
|---|---|---|---|---|---|
| Friendly people | 74% | 11% | 15% | 70% | 96% |
| Good streets and freeway access | 71 | 13 | 16 | 68 | 85 |
| Many shopping opportunities | 66 | 18 | 16 | 62 | 90 |
| A great place to raise a family | 63 | 18 | 19 | 60 | 84 |
| Affordable housing | 58 | 14 | 28 | 54 | 88 |
| Good schools | 53 | 10 | 37 | 50 | 73 |
| Limited nightlife | 50 | 19 | 31 | 50 | 50 |
| A place that offers a wide variety of things to do | 49 | 33 | 18 | 45 | 73 |
| A modern, cosmopolitan city | 48 | 38 | 14 | 45 | 65 |
| Few arts and cultural activities | 47 | 27 | 26 | 44 | 66 |
| Not for people like me | 44 | 45 | 11 | 46 | 31 |
| A strip mall and trailer park paradise | 44 | 36 | 20 | 43 | 51 |
| An area of uncontrolled growth | 43 | 34 | 23 | 42 | 50 |
| A great place to play golf | 37 | 18 | 45 | 34 | 61 |
| Limited dining options | 35 | 43 | 22 | 35 | 35 |
| Boring | 34 | 50 | 16 | 35 | 24 |
| Mainly for older people | 31 | 59 | 10 | 31 | 30 |
| A high crime rate | 26 | 48 | 26 | 26 | 28 |

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## PERCEPTIONS OF THE QUALITY OF LIFE IN MESA AMONG MESA RESIDENTS

Over eight out of ten Mesa residents (84%) rate the quality of life in the City in positive terms with 26 percent rating it as excellent and 57 percent as good. In comparison, only 16 percent of residents rate the quality of life as either only fair (12%) or poor (4%). This positive response to the City's quality of life is relatively consistent across population subgroups although 12 percent of younger residents under 35 offer a poor reading.

### TABLE 5: QUALITY OF LIFE IN
### MESA (MESA RESIDENTS ONLY)

"Compared with other major cities in the Valley, would you rate the quality of life in Mesa as excellent, good, only fair or poor?"

|  | Excel-lent | Good | Only Fair | Poor | TOTAL EXCELLENT/ GOOD |
|---|---|---|---|---|---|
| TOTAL | 27% | 57% | 12% | 4% | 84% |
| GENDER |  |  |  |  |  |
| Male | 26 | 58 | 10 | 6 | 84 |
| Female | 26 | 60 | 14 | 0 | 86 |
| AGE |  |  |  |  |  |
| Under 35 | 17 | 65 | 6 | 12 | 82 |
| 35 to 49 | 28 | 64 | 8 | 0 | 92 |
| 50 to 64 | 33 | 39 | 28 | 0 | 72 |
| 65 or over | 33 | 53 | 13 | 0 | 86 |
| INCOME |  |  |  |  |  |
| Under $25,000 | 43 | 43 | 14 | 0 | 86 |
| $25,000 to $39,999 | 9 | 64 | 18 | 9 | 73 |
| $40,000 to $54,999 | 26 | 63 | 11 | 0 | 89 |
| $55,000 to $69,999 | 42 | 50 | 8 | 0 | 92 |
| $70,000 or more | 22 | 55 | 17 | 6 | 77 |

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As Table 6 indicates, the primary reasons residents give for rating the quality of life as either excellent or good are a general attitude that Mesa is a good place to live (20%) and that it contains good/friendly people (19%). On the flip side, the primary reasons residents give for rating the quality of life as only fair or poor are a belief that the City is growing too fast (25%) and that it is not very well run (25%).

## TABLE 6: REASONS FOR ATTITUDE
## ABOUT QUALITY OF LIFE IN MESA
## (MESA RESIDENTS ONLY)

"Why do you feel that way?"

|  | EXCELLENT/GOOD |
|---|---|
| General positive – good place to live, nice town | 20% |
| Good/friendly people | 19 |
| Good atmosphere – quiet, peaceful, family-oriented, small town | 12 |
| Clean, well-designed | 12 |
| Good shopping | 12 |
| Good schools | 10 |
| Good recreation/entertainment | 10 |
| Low crime rate | 8 |
| Good restaurants | 6 |
| Well-run city | 4 |
| Good transportation system | 4 |
| Low cost of living | 2 |
| Growing community | 2 |
| Good medical facilities | 2 |
| Strong economy – lots of jobs | 2 |
| Good housing | 2 |
| (BASE) | (47) |

|  | ONLY FAIR/POOR |
|---|---|
| Growing too fast, overbuilt | 25% |
| Poorly run city | 25 |
| Not clean, run down | 13 |
| Too many Mormons | 13 |
| High crime rate | 13 |
| Traffic congestion | 13 |
| Limited recreation/entertainment | 13 |
| High cost of living | 13 |
| (BASE) | (8) |

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**OUT-OF-AREA TRAVEL BY MESA RESIDENTS**

Eleven percent of Mesa residents travel outside of the City each day for reasons other than work while 25 percent make such trips weekly. Additionally, men are far more likely than women to travel outside the City at least weekly — 47 percent versus 23 percent.

<u>TABLE 7: TRAVEL OUTSIDE OF MESA</u>
<u>FOR GOODS AND SERVICES</u>
<u>(MESA RESIDENTS ONLY)</u>

"Next, excluding for work, how frequently do you travel to outside the city of Mesa to obtain goods or services or to participate in activities which are not available in Mesa — daily, weekly, 1 to 3 times a month, every few months, about once a year or so or never?"

|  | | GENDER | |
| --- | --- | --- | --- |
|  | TOTAL | Male | Female |
| Daily | 11% | 14% | 9% |
| Weekly | 25 | 33 | 14 |
| 1 to 3 times a month | 25 | 24 | 27 |
| Every few months | 20 | 19 | 22 |
| Once a year | 8 | 3 | 14 |
| Never | 11 | 7 | 14 |
|  | 100% | 100% | 100% |

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The main reasons Mesa residents give for traveling outside of the City are for entertainment (42%) and to attend sporting events (23%). Again, the responses of men and women are quite different.

## TABLE 8: REASON FOR TRAVEL OUTSIDE
## MESA (MESA RESIDENTS ONLY)

"What are the primary goods, services or activities you travel outside of Mesa for?"

|  | | GENDER | |
| --- | --- | --- | --- |
|  | TOTAL | Male | Female |
| Entertainment | 42% | 50% | 29% |
| Attend sporting event | 23 | 22 | 23 |
| Personal business | 17 | 13 | 23 |
| Shopping | 17 | 13 | 23 |
| Visit friends/relatives | 16 | 13 | 20 |
| Dining | 16 | 13 | 20 |
| Participate in sports | 6 | 7 | 3 |
| School | 6 | 6 | 6 |

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**MESA VISITATION PATTERNS BY NON-RESIDENTS**

Non-Mesa residents were asked to indicate if they had been to Mesa in the past year. As Table 5 reveals, 75 percent of Valley residents indicate they have been to Mesa in the past year with males, residents under 50 and middle income residents ($40,000-$69,999) indicating the highest visitation levels.

## TABLE 9: RECENT VISITS TO CITY OF MESA
## (NON-MESA RESIDENTS ONLY)

"Have you been to the City of Mesa in the past year?"

|  | % YES |
|---|---|
| TOTAL | 75% |
| GENDER | |
| Male | 81 |
| Female | 69 |
| AGE | |
| Under 35 | 81 |
| 35 to 49 | 81 |
| 50 to 64 | 74 |
| 65 or over | 58 |
| INCOME | |
| Under $25,000 | 64 |
| $25,000 to $39,999 | 70 |
| $40,000 to $54,999 | 82 |
| $55,000 to $69,999 | 83 |
| $70,000 or more | 76 |
| RESIDENCE | |
| Phoenix | 75 |
| SW Valley | 67 |
| NW Valley | 51 |
| SE Valley* | 93 |
| NE Valley | 82 |

*Excluding Mesa

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The main reasons non-residents give for visiting Mesa in the past year are to visit friends or relatives (36%), to shop (31%) or for work-related purposes (26%). Also notice in the next table that the responses from men and women are quite different.

### TABLE 10: REASONS FOR VISITING CITY OF MESA
### PAST YEAR (NON-MESA RESIDENTS ONLY)

"For what reasons have you visited the City of Mesa in the past year?"

|  | | GENDER | |
| --- | --- | --- | --- |
|  | TOTAL | Male | Female |
| Visit friends/relatives | 36% | 30% | 43% |
| Shopping | 31 | 27 | 35 |
| Work-related | 26 | 36 | 16 |
| Personal business (dr. appointment, etc.) | 16 | 17 | 14 |
| Entertainment | 10 | 9 | 12 |
| Dining | 7 | 7 | 7 |
| Just passing through | 7 | 7 | 7 |
| Participate in sports (golf, tennis, etc.) | 2 | 2 | 2 |
| Attend sporting event | 1 | 0 | 3 |
| School | 1 | 1 | 0 |

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## APPENDIX

METHODOLOGY

The information contained in this report is based on 422 telephone interviews conducted with Metro Phoenix residents 18 years of age or older of which 100 were from the City of Mesa. Household selection on this project was accomplished via a computer-generated pure unweighted (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This method was used because it ensures a randomly selected sample of area households proportionately allocated throughout the sample universe. This method also ensures that all unlisted and newly listed telephone households are included in the sample. A pre-identification screening process was also utilized on this project. This computer procedure screens the sample to remove known business and commercial telephone prefixes in addition to disconnects, faxes and computers. This process greatly enhances contacts to residential phones.

This survey employed a multi-stage sampling process. The first step stratified the subarea (zip codes) samples according to the current population residing in each area. Telephone households were then selected within those areas using the RDD methodology. A probability sample developed in this manner samples proportionately relative to an area's distribution of the population.

The questionnaire used in this study was designed by BRC in consultation with the Mesa Convention and Visitors Bureau. After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of area households. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like. No problems were encountered during the pre-test.

All of the interviewing on this project was conducted between January 15 and January 22, 2001, at BRC's Computer Aided Telephone Interviewing (CATI) facility in Phoenix, Arizona. Interviewing was conducted during an approximately equal cross section of late afternoon, evening and weekend hours. This procedure was followed to further ensure that all residents were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts – on different days and during different times of day – were made to contact each selected household. Only after four unsuccessful attempts was a selected household substituted in the sample.

All of the interviewers who worked on this project were professional interviewers of BRC. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study; (b) sampling procedures; (c) administration of the questionnaire, and; (d) other project-related items. In addition, each interviewer completed a set of practice interviews to assure that all procedures were understood and followed.

One hundred percent of the interviews were edited, and any containing errors of administration were pulled, the respondent recalled, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited, validated and coded the interviews. Upon completion of coding, a series of validity and logic checks were run on the data to insure it was "clean" and representative of the sample universe. Following this procedure, the study data was "weighted" prior to generating the detailed study tables. This process was necessary to adjust for the over-sampling of Mesa residents in order to make the final study sample geographically representative of the study universe.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of a possible sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 4.8 percent when the sample is studied in total (i.e., all 422 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset. For example, the sampling error for the Mesa sub-sample is approximately +/- 10.0 percent based on 100 interviews.

| Sample Size | Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance) |
|---|---|
| 425 | 4.8% |
| 400 | 5.0 |
| 300 | 5.8 |
| 200 | 7.1 |
| 100 | 10.0 |

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MESA ATTITUDE SURVEY

January 2001

JOB ID    2000259

RESP ID

Hello, my name is _____ and I'm with the Behavior Research Center. We're conducting a study among Maricopa County residents on issues of the day and I'd like to speak with you for a few minutes. There are no right or wrong answers to the questions I'll ask and all of your answers are strictly confidential.

A.    Before we get started, are you 18 years of age or older?

IF YES:    CONTINUE          IF NO:    IF NOT 18 OR OVER, ASK TO SPEAK
                                       WITH PERSON WHO IS AND CONTIN-
                                       UE; IF NOT AVAILABLE, ARRANGE          Male...1
                                       CALLBACK.                              Female...2

1.    To begin, is your general impression of each of the following local communities basically positive, neutral or negative? (READ EACH; ROTATE)

| | Positive | Neutral | Negative | Not Sure |
|---|---|---|---|---|
| A. Scottsdale | 1 | 2 | 3 | 4 |
| B. Sun City | 1 | 2 | 3 | 4 |
| C. Mesa | 1 | 2 | 3 | 4 |
| D. Phoenix | 1 | 2 | 3 | 4 |
| E. Glendale | 1 | 2 | 3 | 4 |
| F. Tempe | 1 | 2 | 3 | 4 |
| G. Chandler | 1 | 2 | 3 | 4 |

> **IF POSITIVE OR NEGATIVE IMPRESSION OF MESA GO TO Q2; OTHERWISE GO TO Q3**

2.    I notice that you have a (positive/negative) impression of Mesa. Why is that? (PROBE IN DEPTH)

_____
_____
_____
_____

3.    In what Valley community do you live?

(GO TO Q5)          Mesa...1
SW Valley – Avondale, Goodyear, Litchfield Park...2
NW Valley – Glendale, Peoria, Sun City, Sun City West...3
(GO TO Q4)     SE Valley – Chandler, Gilbert, Tempe...4
NE Valley – Scottsdale, Paradise Valley, Cave Creek, Carefree...5
_____ Other (SPECIFY)...6

4.    Have you been to the City of Mesa in the past year?

(GO TO Q4a)    Yes...1
(GO TO Q7)    No...2

4a. For what reasons have you visited the City of Mesa in the past year?

_____
_____
_____
_____

(GO TO Q7)

5. Compared with other major cities in the Valley, would you rate the quality of life in Mesa as excellent, good, only fair or poor?

Excellent...1
(GO TO Q5a)   Good...2
Only fair...3
Poor...4
_____
(GO TO Q6)   Don't know...5

5a. Why do you feel that way?  (PROBE IN DEPTH)

_____
_____
_____
_____

6. Next, excluding for work, how frequently do you travel to outside the city of Mesa to obtain goods or services or to participate in activities which are not available in Mesa – daily, weekly, 1 to 3 times a month, every few months, about once a year or so or never?

Daily...1
Weekly...2
(GO TO Q6a)   1-3 month...3
Every few months...4
About once a year...5
_____
(GOTO Q7)   Never...6

6a. What are the primary goods, services or activities you travel outside of Mesa for?  (PROBE IN DEPTH)

_____
_____
_____
_____

7. Now I'd like to read you a list of words and phrases some people have used to describe the City of Mesa.  As I read each one, please just tell me if you strongly agree, agree, disagree or strongly disagree with each as a way to describe Mesa.  (READ EACH; ROTATE)

| | | Strongly Agree | Agree | Dis-agree | Strongly Dis-agree | Not Sure |
|---|---|---|---|---|---|---|
| A. | Boring | 1 | 2 | 3 | 4 | 5 |
| B. | A great place to play golf | 1 | 2 | 3 | 4 | 5 |
| C. | Mainly for older people | 1 | 2 | 3 | 4 | 5 |
| D. | A modern, cosmopolitan city | 1 | 2 | 3 | 4 | 5 |
| E. | A high crime rate | 1 | 2 | 3 | 4 | 5 |
| F. | Many shopping opportunities | 1 | 2 | 3 | 4 | 5 |
| G. | Not for people like me | 1 | 2 | 3 | 4 | 5 |
| H. | A great place to raise a family | 1 | 2 | 3 | 4 | 5 |
| I. | Limited nightlife | 1 | 2 | 3 | 4 | 5 |
| J. | Good schools | 1 | 2 | 3 | 4 | 5 |
| K. | Few arts and cultural activities | 1 | 2 | 3 | 4 | 5 |
| L. | Affordable housing | 1 | 2 | 3 | 4 | 5 |
| M. | A strip mall and trailer park paradise | 1 | 2 | 3 | 4 | 5 |
| N. | Friendly people | 1 | 2 | 3 | 4 | 5 |
| O. | Limited dining options | 1 | 2 | 3 | 4 | 5 |
| P. | Good streets and freeway access | 1 | 2 | 3 | 4 | 5 |
| Q. | An area of uncontrolled growth | 1 | 2 | 3 | 4 | 5 |
| R. | A place that offers a wide variety of things to do | 1 | 2 | 3 | 4 | 5 |

Now, I'd like to finish with a few questions for classification purposes only.

8. First, which of the following categories includes your age? (READ EACH EXCEPT "DON'T KNOW")

Under 35...1
35 to 49...2
50 to 64...3
65 or over...4
Don't know/Refused...5

9. How long have you lived in Maricopa County?
(0 = LESS THAN 1 YEAR, 99 = DK/REF)

5 or less...1
6 to 14...2
15 or more...3

10. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over $40,000?

IF UNDER $40,000

Was it under $25,000, or...1
$25,000 or more...2
Refused...3

IF $40,000 OR OVER

Was it under $55,000...4
$55,000 to $69,999, or...5
$70,000 or more...6
Refused...7
Refused overall...8

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? **(VERIFY PHONE NUMBER)**

NAME: _____     PHONE #: _____     _____

TIME END: _____     TOTAL TIME: _____     _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____     #: _____     _____

VALIDATED BY: _____     #: _____     _____

CODED BY: _____     #: _____     _____